

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-4 (Canceled)

5. (Currently amended) A sustained release pheromone formulation ~~characterized by comprising:~~  
a pheromone ~~contained in and~~  
a substrate for containing the pheromone, prepared by steps consisting essentially of firing a crystalline mineral fired at 500 to 700°C for a time period of from 5 to 120 minutes.
6. (Previously presented) The sustained release pheromone formulation according to claim 5, wherein said crystalline mineral is a crystalline clay mineral.
7. (Previously presented) The sustained release pheromone formulation according to claim 5, wherein said pheromone is a natural pheromone and/or a synthetic pheromone.
8. (Previously presented) The sustained release pheromone formulation according to claim 6, wherein said pheromone is a natural pheromone and/or a synthetic pheromone.
9. (Previously presented) The sustained release pheromone formulation according to claim 5, wherein the pheromone content is 1 to 30 mass % relative to the total mass of said crystalline mineral and said pheromone.
10. (Previously presented) The sustained release pheromone formulation according to claim 6, wherein the pheromone content is 1 to 30 mass % relative to the total mass of said crystalline mineral and said pheromone.

11. (Previously presented) The sustained release pheromone formulation according to claim 7, wherein the pheromone content is 1 to 30 mass % relative to the total mass of said crystalline mineral and said pheromone.
12. (Previously presented) The sustained release pheromone formulation according to claim 8, wherein the pheromone content is 1 to 30 mass % relative to the total mass of said crystalline mineral and said pheromone.
13. (New) The sustained release pheromone formulation according to claim 5, wherein the crystalline mineral is one selected from the group consisting of sepiolite, palygorskite and montmorillonite.
14. (New) The sustained release pheromone formulation according to claim 7, wherein the crystalline mineral is one selected from the group consisting of sepiolite, palygorskite and montmorillonite.
15. (New) The sustained release pheromone formulation according to claim 9, wherein the crystalline mineral is one selected from the group consisting of sepiolite, palygorskite and montmorillonite.
16. (New) The sustained release pheromone formulation according to claim 11, wherein the crystalline mineral is one selected from the group consisting of sepiolite, palygorskite and montmorillonite.
17. (New) The sustained release pheromone formulation according to claim 5, wherein the time period is from 30 to 60 minutes.
18. (New) The sustained release pheromone formulation according to claim 6, wherein the time period is from 30 to 60 minutes.
19. (New) The sustained release pheromone formulation according to claim 9, wherein the time period is from 30 to 60 minutes.

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20. (New) The sustained release pheromone formulation according to claim 10, wherein the time period is from 30 to 60 minutes.

21. (New) The sustained release pheromone formulation according to claim 11, wherein the time period is from 30 to 60 minutes.

22. (New) The sustained release pheromone formulation according to claim 12, wherein the time period is from 30 to 60 minutes.